

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Fox Lite Inc.

Ohio Manufacturing Extension Partnership

Fox Lite Reduces Set-Up Time And Targets New Customers

Client Profile:

Fox Lite, Inc., founded in 1952, specializes in extruding and forming transparent polycarbonate sheet, as well as metal doors and sashes. Fox Lite is a private company with 27 employees located near Dayton, Ohio.

Situation:

Fox Lite wanted to improve its manufacturing flow, processes, and marketing plan. The company was searching for a productivity consultant to help achieve these goals when another local manufacturer and satisfied client referred it to TechSolve, a NIST MEP network affiliate. Fox Lite contacted TechSolve and was impressed by the organization's no-nonsense approach and its ability to demonstrate the potential return-on-investment. The company engaged TechSolve to facilitate this project.

Solution:

TechSolve developed a two-pronged approach of lean implementation and market plan development to help Fox Lite reduce costs and improve manufacturing processes.

TechSolve's lean implementation plan included lean simulation training for the entire Fox Lite workforce and the creation of a value stream map (VSM) for an important production line. The VSM highlighted inefficiencies and bottlenecks on the line and helped the company develop an improvement action plan. Based on the VSM findings, Fox Lite completed a set-up reduction exercise on a Thermo-Form Press line and decreased set-up time by approximately 60 percent. When TechSolve began working with Fox Lite, the company's sales were heavily dependent on one market segment. TechSolve helped Fox Lite identify opportunities to leverage Fox Lite's high-quality image in alternative market segments. A target list, provided by TechSolve and subdivided by market segment, allowed the company to take immediate advantage of diversified selling strategies.

Finally, TechSolve conducted a customer satisfaction survey as part of Fox Lite's market analysis to develop a penetration strategy. The survey indicated a market strength in Fox Lite's product quality, but a weakness in on-time delivery. That information was used to develop a strategy for electronic notification of delivery using customer e-mail notices and tracking identification of product shipments. When this strategy is implemented, Fox Lite will have a specific marketing advantage over nearly all other competitors.

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in the two niche segments on which it will focus.

Results:

Reduced set-up time of the Thermo-Form Press line from 2.5 hours to 45 minutes.

Developed a targeted marketing list of 150 to 200 companies and contacts.

Developed tactics to improve customer satisfaction.

Testimonial:

“The upside marketing potential from implementing [TechSolve's] marketing program will allow Fox Lite to significantly reduce its reliance on one market segment.”

Doug Hoy, President